

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due within 90 days of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015-September 30, 2017
Authorized Representative Name:	Rose C. Moffa
Authorized Representative Phone:	856-364-4789
Authorized Representative Email:	rose@cecilcreekfarms.com
Recipient Organization Name:	Cecil Creek Farms, LLC
Project Title as Stated on Grant Agreement:	Expanding Marketing & Promotion of Organization
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPNJ0102
Year Grant was Awarded:	2015
Project City/State:	Mickleton, NJ
Total Awarded Budget:	\$59,600

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

☒ Same Authorized Representative listed above (check if applicable).

☐ Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. "new objective", "new contact", "new consultant", etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
 - i. **Goal/Objective 1:** *Expand marketing and advertisement of Cecil Creek Farm Market beyond the immediate local community, through direct mail, local and regional newspaper advertisements, radio, billboards and other means. Each advertisement will include recognition of at least one other local/regional farm/producer, showing the diversity of local products available at the market. Advertising will focus on driving customers to visit the market, upcoming market events, supporting local farm partners, and the variety of products available.*
 - a. **Progress Made:** We have placed ads in multiple electronic and print media in the surrounding Tri-State area.
 - b. **Impact on Community:** CCF has increased our Facebook followers by 800 and has over 2000 sign-ups to receive our weekly newsletter.
 - ii. **Goal/Objective 2:** *Increase local demand for and consumption of organic and local produce from Cecil Creek Farm and partnering farms, as well as locally produced agriculturally-based products including dips, sauces, salsas, dairy products (cheeses, milk, ice cream, etc.), preserved fruits, meats, etc. made by local farms and producers.*
 - a. **Progress Made:** Expanded our offering of CSA (Community Supported Agriculture) Shares to include Partner Farm products and offering additional shares in eggs, dairy, fruit, and kombucha to round out meal planning.
 - b. **Impact on Community:** 200 Shares sold as of report date
 - iii. **Goal/Objective 3:** *Gain exposure to new audiences through participation in festivals and events such as local southern New Jersey community festivals, Philadelphia Farm to Table festivals, regional food festivals, etc. to showcase locally harvested/produced foods and where they can be found. Representatives from the local farm/producer partners will be invited to attend these events to showcase their products as part of the Cecil Creek display and advertise that they can be found at Cecil Creek Farm Market.*
 - a. **Progress Made:** Scheduled participation in Philly Farm & Food Fest and Vendor Fair at Cecil Creek Farm during Spring Kickoff Event and Fall Festival; attend summer camp fairs, advertise in Wedding Wire and Camp guides.
 - b. **Impact on Community:** significant attendance of 1000 plus at our festivals
2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2015). Include further explanation if necessary.
 - i. Number of direct jobs created: **8**
 - ii. Number of jobs retained: **4**
 - iii. Number of indirect jobs created: **difficult to quantify**
 - iv. Number of markets expanded: **4**
 - v. Number of new markets established: **2**
 - vi. Market sales increased by **\$65,000** and increased by **22%**.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: **25**

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

We offer CSA (community supported agriculture) program drop off to schools, hospitals and urban businesses. We offer field trips and teacher trips to urban and rural schools.

4. Discuss your community partnerships.

i. Who are your community partners? Summerwind Farm, Lima Family Farm, Fossil Farms, Auburn Road Winery, Trickling Springs Creamery, Lancaster Farm Fresh, Goot Essa Farm, Mosefund Farms, Wild For Salmon, Dock Street Seafood, Meadowset Farm, The Farm at Doe Run, Cherrygrove Farm, Cows Outside, Summit Bakery, Viking Village, Origin Almond, Maryanna's Teas, Christina Maser, Simply Ghee, Bill's Best BBQ Sauce, Baba Brew, D'Artagnan, Griggstown Farms, Four Seasons Produce, Common Market, Severino Pasta, Lucas Greenhouses and Circle M Fruits.

ii.

iii. How have they contributed to the overall results of the FMPP project? They fulfill the overall objective of increasing awareness and revenue to farmers.

iv. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

Cecil Creek Farms has been diligently working to develop relationships with the aforementioned Partners. We are excited as all have agreed to develop working relationships. The results are beginning as we are offering partner products in our market and at our market table dinners and as a standard offering on our catered event menus.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? We did not find success through contractors.

6. Have you publicized any results yet?* No

i. If yes, how did you publicize the results?

ii. To whom did you publicize the results?

iii. How many stakeholders (i.e. people, entities) did you reach?

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work? Yes

i. If so, how did you collect the information? Via Facebook reviews, customer comments, increased bookings for events, CSA purchases and surveys

ii. What feedback was relayed (specific comments)?

1) This place is AWESOME! The food was great, the staff well informed and knowledgeable and we felt like our patronage was appreciated. We love being a part of the vegetable share program and I look forward to picking vegetables that I am not going to grow this year. 2) two years of getting their veggie share and love it! Highly recommend it.

8. Budget Summary:

i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: x ☐

ii. Did the project generate any income? Yes

a. If yes, how much was generated and how was it used to further the objectives of the award?

We generated an increase in revenue of 22% from the start of the program until the end of 2017 from agritourism events.

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed). **Our overall experience was very positive.**
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: **our goals were exceeded.**
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:
take full advantage of the extent of time provided to implement a well planned use of the funds to make best use of this opportunity to expand your community outreach

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project. **Yes, we will definitely continue to utilize the same format that we developed under the project. We are projecting a continual upward trajectory of growth for our agritourism business.**
- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals? **Not at this time.**